



Governor Terry E. Branstad
Lt. Governor Kim Reynolds
San Wong, Director

Commission of Latino Affairs Goal Setting Session

Thursday, June 16, 2016
Lucas State Building, 321 E 12th Street, Room 320
Des Moines Iowa 50319
9:00-11:00 AM

Commissioners Present: Sal Alaniz, Alejandro Pino, Juan Rodriguez, Jeannette Martinez, and Marlu Abarca

Commissioners that participated by phone: Michelle Reuss

Staff Present: San Wong, Director; Monica Stone, Deputy Director/Division Administrator and Sonia Reyes-Snyder, Executive Officer.

Brainstorming Session

Commissioners' Ideas:

- Create a Spanish language resource center
- Be present at community events as a resource for the community
- Be a trusted resource
- Create visibility in the community as an advocate & a place that can assist
- Do more focused follow through
- Develop an outreach system to share information broadly in rural Iowa
- Create a taskforce to examine resources available and their effectiveness
- Establish a language specific website for the Iowa Commission of Latino Affairs where information and resources can be shared in written and video form. This can be linked from the DHR website.
- Create a succinct mission-focused message (elevator speech) about the commission



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GOALS SET:

- 1. The Iowa Commission of Latino Affairs (ICLA) will perform legislative advocacy**
 - a) The ICLA will receive training on how to do legislative advocacy.
 - b) The ICLA will identify critical topics and specific legislation on which to engage, beginning with Civic Engagement, Language Access and Youth Empowerment
 - c) The ICLA will establish a pathway for mobilizing the commission on issues during the legislative session

- 2. The Iowa Commission of Latino Affairs (ICLA) will create and maintain an online Spanish language Resource Center. (*The ICLA will ensure that this resource Center contains trusted information, that ensures advocacy and that it contains a rural advocacy system*)**
 - a) Steps for this goal will be set at the next ICLA meeting

- 3. The Iowa Commission of Latino Affairs (ICLA) will celebrate the 40th anniversary of the commission.**
 - a) The Iowa Department of Human Rights will issue a Press Release about July 2016-July 2017 being the 40th anniversary year of the Commission
 - b) The Iowa Department of Human Rights will request a proclamation from the Governor
 - c) There will be an Event Planning Committee, commissioners who volunteered to be part of this committee are Juan Rodriguez, Jeannette Martinez and Marlu Abarca.
 - d) The event planning committee will plan events statewide throughout the year to celebrate the 40th anniversary of the commission

Notes submitted by Sonia Reyes-Snyder & Monica Stone.

Division of Community Advocacy & Services